This letter appeared in the "Letters to the Editor" column of the Memphis (Tenn.) COMMERCIAL APPEAL. It makes a point about the way unfavorable stories about tobacco are sometimes sensationalized. ~~It is not known if the writer had any connection with the tobacco business.~~

Tobacco Story Held 'Buried'

Explained 'No Link Found With Cancer'

To The Commercial Appeal:

The Commercial Appeal is one of the great newspapers.

One of the standards of a great newspaper is the obligation to print, unbiasedly, all news that in one way or another affects its reading public.

In most cases you fulfill that obligation without question; but I would like to call your attention to an Associated Press release dated July 12, headlined "Britons Can't Link Cigarets to Cancer," which you proceeded to bury on Page 26 last Monday.

This article, in its course, explained how, through exhaustive test over the last five years, Britain's Institute of Cancer Research has been unable to produce even one malignant tumor in mice, rats or hamsters with strong concentrations of cigaret smoke.

Other articles from no more impeachable sources, using statistical evidence rather than clinical research, saying cigarets, or rather the smoke from them, have some relation to cancer have consistently rated front page coverage.

A newspaper of your integrity should, in my opinion, treat articles of equally important coverage in an equally important manner; and the position of an article in a newspaper is of utmost importance.

LEON SHAHUN JR.
416 Monroe.

1005152210

Source: https://www.industrydocuments.ucsf.edu/docs/yjmx0000